





DAY 2

13[™] OCTOBER 2020



COVER STORY

IIJS Virtual Leads The Way

IJS Virtual, the GJEPC's first ever mega virtual show, has received rave reviews from exhibitors and visitors alike. The event was inaugurated yesterday and the event was graced virtually by Guests of Honour – India's Minister of Commerce & Industry and Railways Shri. Piyush Goyal and Maharashtra Chief Minister Shri. Uddhav Thackeray.

The show is being held until 16th October with over 330 exhibitors and it has drawn 8,000 registered visitors from India and abroad. About 200 visitors have registered from the US, UK, UAE, Qatar, Singapore, Bangladesh, Nepal, Oman, Pakistan, Hong Kong, Italy, Egypt, Belgium, Turkey, Sri Lanka, Thailand, Malaysia, Czech Republic, Copenhagen, etc.

While being pand



Oman, Paproof and future-ready, the
caly, Egypt, virtual business show suffered
anka, Thain Republic, city of Mumbai experienced a
massive power outage that was
pandemicthankfully restored within a few

hours.

In his recorded video message, Thackeray said, "GJEPC has adapted well to the changing lifestyle. We all have to face ups and down in life,

HIGHLIGHTS

330+
EXHIBITORS

5 HALLS

8400+
BUYERS REGISTERED

5500+

MEETINGS

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Shri Uddhav Thackeray Hon'ble Chief Minister of Maharashtra

but we should continue living. If it was a normal period, we would have celebrated IIJS as a festival together by meeting in person. Whenever we talk about jewellery and diamonds, we are reminded of the auspicious occasions in life. All of life's milestones are celebrated with diamonds and jewellery.

"Every state has a unique jewellery tradition in our country. Jewellery is part of Indian culture and I'm proud of it. We are experts in diamond cutting and polishing. Analysing and understanding a diamond requires special skills which we Indians have.

"We want to make Maharashtra the number one trading centre for diamonds and jewellery not only in India, but the world. I'm inviting the industry to be more interactive so that we can accomplish this vision together. The Government of Maharashtra will do everything to take the jewellery trade to greater heights. We should also think about how to further enhance our designing institutes to develop them further.

"We are already in the process of making a Jewellery Park in Mumbai. If the industry needs any help from the Maharashtra Government, we are ready to support it. But anything that we do, should provide employment for the people of Maharashtra.

showcase our jewellery tradition to the whole world virtually. I congratulate GJEPC in leading the way. When you embrace change, that's when you make progress."

Addressing inaugural the ceremony, Goyal said, "I am indeed proud of the Gem & Jewellery Export Promotion Council (GJEPC), who have shown resilience in these testing times when the world is suffering the adverse effects of the pandemic, to showcase intrinsically and beautifully created pieces of art through the medium of technology.

"In fact, this imbibing of



Shri Piyush Goyal Hon'ble Minister of Commerce, Industry & Railways, Government of India

technology to reach out to customers across the world shows the resilience of Indian



Colin Shah Chairman, GJEPC

business, Indian industry, and the commitment to serve customers, particularly with the festival season around the corner, both in India as we celebrate Navratri, Dussera and Diwali; and across the world, where Christmas and the New Year are going to be times when we erupt in joy and bring back the mood in the world. I am also delighted that the best of technology is being used, and that we have been able to make this whole virtual experience so real that it almost feels like we are touching that piece of jewellery in the virtual exhibition."

"There's a famous proverb: "A "Today, we are going to gem cannot be polished without friction, nor a man perfected without trials." I think the gem and jewellery industry has once again proved to the world that we are full of our ability to face any adversity and emerge a winner, and in every trial, India will demonstrate to the world that we are a trusted partner, a trusted supplier, someone that you can engage with and enjoy the benefits and fruits of the spirit of success and fighting adversity that every Indian businessman is intrinsically born with," concluded Goyal.

> Colin Shah, GJEPC Chairman, in his opening remarks, said, "It always looks difficult until it is

done', this in one line summarises our journey of bringing IIJS Virtual to life. The Council has been extremely proactive with various initiatives and promotional activities in the last two quarters in the post-covid time in helping the industry and trade achieve its objective of reviving and increasing our exports. Council has also been closely working with the government at state and centre for furthering the ease of doing business in our great country for the gems and jewellery sector.

"The show has been receiving overwhelming response from companies exhibiting and buyers alike. I am confident and optimistic that IIJS Virtual will bring the much needed momentum in the gems &



Vipul Shah Vice Chairman, GJEPC



Shailesh Sangani Convener, Exhibitions (National) **GJEPC**

jewellery business ahead of the festive season.

"GJEPC is constantly pursuing with the government for reforms such as E-Commerce, Gold Monetisation, SEZ policy, sales at SNZ, etc. requisite to propel growth in the trade.

"I sincerely acknowledge the support and quidance of the Ministry of Commerce, Finance Ministry, and Maharashtra State Government, who have backed us with timely policy notifications that helped the industry in these challenging times to bring it back on track. "We are extremely optimistic about the third and fourth quarters with orders coming in from the US, Hong Kong, Middle East, Asian countries and India slowly and surely we will get back to the pre-covid level and even on the path of recovery."

Vipul Shah, Vice Chairman, GJEPC, said, "Collectively, the gem and jewellery industry has shown resilience, adapted well to the situation, and is making optimum use of digital means to deal with day to day business. Overall, the industry has been quick to adapt to the new normal. IIJS Virtual, is an effort to build a robust digital architecture that showcases India's leading manufacturers and connects them to buyers from India and the world."

Shailesh Sangani, Convener, IIJS Virtual, stated, "This is a new chapter and a new beginning in the history of GJEPC, with a mega show like IIJS being organised virtually for the first time ever. With the use of latest technology, the platform is seamlessly integrated with physical aspects."

Sriram Natarajan, Managing Director, GIA India, said, "I would like to thank GJEPC for bringing us together in this oneof-a-kind IIJS Virtual 2020. GIA's association with GJEPC goes back many years. This year we are privileged to be part of IIJS in its new virtual avatar."





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MESSAGES



Shri Uddhav Thackeray Honourable Chief Minister of Maharashtra



It is not just India the whole world is fighting against the pandemic. We have been forced to adapt to a new lifestyle – work from home. Initially we could not even think of going out of the house. But now, changing our lifestyle we have adapted to the new normal.

GJEPC has adapted well to the changing lifestyle. We all have to face ups and down in life, but we should continue living. If it was a normal period, we would have celebrated IIJS as a festival together by meeting in person.

Why I'm referring to it as a festival is that whenever we talk about jewellery and diamonds, we are reminded of the auspicious occasions in life. All of life's milestones are celebrated with diamonds and jewellery.

In India, as we say "unity in diversity", from Kashmir to Kanyakumari, there are numerous states, different languages, different traditions. Every state has a unique jewellery tradition in our country. Jewellery is part of Indian culture and I'm proud of it.

We are experts in diamonds. Diamond is just a stone, but when it is cut and polished it gets a unique sparkle. Analysing and understanding a diamond is not an easy thing, it requires special skills which we Indians have. Jewellery designing, trading and other aspects of the business are required, which has taken this industry to greater heights.

We want to make Maharashtra the number one trading centre for diamonds and jewellery not only in India, but the world. I'm inviting the industry to be more interactive so that we can accomplish this vision together. The Government of Maharashtra will do everything to take the jewellery trade to greater heights. We should also think about how to further enhance our designing institutes to develop them further.

We are already in the process of making a Jewellery Park in Mumbai. If the industry needs any help from the Maharashtra Government, we are ready to support it. But anything that we do, should provide employment for the people of Maharashtra.

Today, we are going to showcase our jewellery tradition to the whole world virtually. I congratulate GJEPC in leading the way. When you embrace change, that's when you make progress.

For the development and progress of our country, I welcome you all and I wish all of you the very best. Let's work together, to make the Indian gem and jewellery sector the number one in the world.



Shri Piyush GoyalHonourable Minister of Commerce, Industry & Railways Government of India



What a delight to launch the first edition of India International Jewellery Show Virtual 2020. I am indeed proud of the Gem & Jewellery Export Promotion Council (GJEPC), who have shown resilience in these testing times when the world is suffering the adverse effects of the pandemic, to showcase intrinsically and beautifully created pieces of art through the medium of technology.

In fact, this imbibing of technology to reach out to customers across the world shows the resilience of Indian business, Indian industry, and the commitment to serve customers, particularly with the festival season around the corner, both in India as we celebrate Navratri, Dussera and Diwali; and across the world, where Christmas and the New Year are going to be times when we erupt in joy and bring back the mood in the world. I am also delighted that the best of technology is being used, and that we have been able to make this whole virtual experience so real that it almost feels like we are touching that piece of jewellery in the virtual exhibition.

There's a famous proverb: "A gem cannot be polished without friction, nor a man perfected without trials." I think the gem and jewellery industry has once again proved to the world that we are full of our ability to face any adversity and emerge a winner, and in every trial, India will demonstrate to the world that we are a trusted partner, a trusted supplier, someone that you can engage with and enjoy the benefits and fruits of the spirit of success and fighting adversity that every Indian businessman is intrinsically born with.

My compliments to the GJEPC, my best wishes to all the exhibitors and a warm welcome to all the visitors of this digital platform from across the world. Happy shopping, happy festivals!

May God be with you and you families. Take care. Enjoy the shopping experience, it will certainly be a new experiment, which will expand trade in the years to come.





Artistic Collection



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SPOTLIGHT

Chetan Bhagat

An Evening of Literary Delight







Chetan Bhagat

Colin Shah, Chairman GJEPC

Mansukh Kothari, Convener Events GJEPC

IIJS Virtual held a Welcome Here are some key pointers from Evening on 11th October, a day prior to the start of the five-day show. Chetan Bhagat, who has inspired a generation of youth through his best-selling novels and motivational speeches, was the star of the evening.

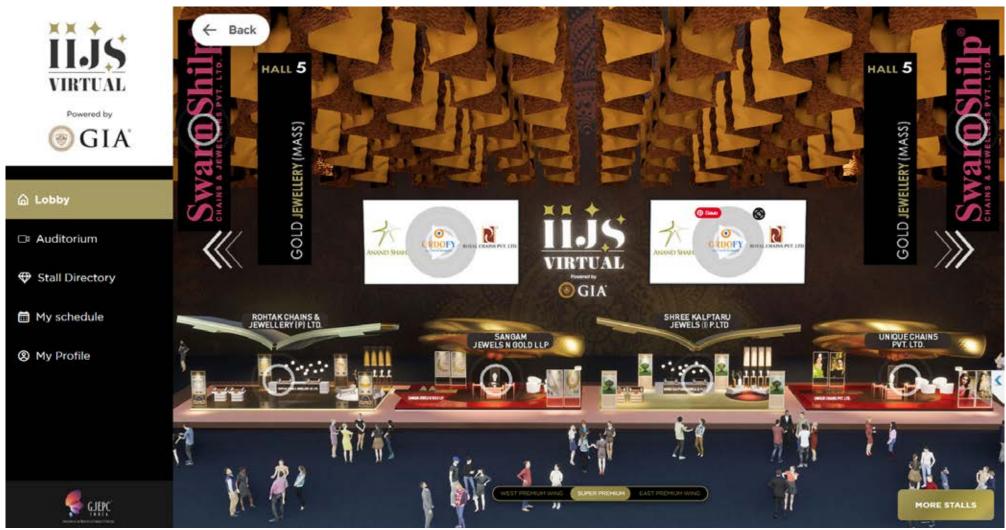
Welcoming Bhagat, who joined the virtual event from Singapore, Colin Shah, Chairman, GJEPC, said, "It always looks difficult until it is done. We thought of holding the physical show in August, but it was impossible • As an author, I realised early on to execute so we aggressively worked on holding IIJS Virtual." Shah engaged Bhagat while а conversation, acknowledging the industry's joint effort against covid.

the interaction with Mr. Bhagat:

- · Gem-cutting and jewellerymaking is a business, but it involves a lot of creative input. Even if the times are bad and markets are slow, jewellery can never go out of fashion as it is part of our culture and tradition. Hang in there and have faith, businesses boom post especially when the vaccine is discovered.
- to strengthen my social media presence and that helped me reap benefits. Although I am currently stuck in Singapore, my publishers launched the book online and we have been
- getting tremendous response. For a jewellery business, since it is a luxury product, you will have to think of innovative ways to sell online. But build your social media presence. Think differently to sell high ticket items.
- Every crisis is an opportunity to reflect on what you can do and what you should avoid to improve yourself and your business. It helps you shed old processes and cut costs to run a lean and productive company.
- Be realistic and practical, but don't stop chasing your passion and taking calculated risks. Maintain a fine balance between the two.
- In order to build a brand, pay attention to trust, consistency and innovation. A hybrid of personal (offline) and online sales innovation is required. You need to reimagine the retail jewellery process. Customer service is of utmost importance as well.
- Until there is change, there is no growth. The pandemic will force you to think differently and therefore bring growth.
- You are blessed that you are in a business involving emotion, as you will always be able to hold sway over your customer. All creative businesses will endure tough times, but ensure alternate sources of income.

Show Glimpse

A bird's-eye view of Super Premium booths in Hall 5.





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IN FOCUS



The Future Of Diamonds Is Bright

o other gemstone evokes the emotion of love and a sense of commitment like the diamond. This year, as the world battled with an unusual virus, the diamond industry collectively came to a halt for some time - miners stopped mining; and later, offered the flexibility to buy rough as per clients' needs; India voluntarily banned the import of rough to clear the pipeline and all of this kept the prices

But what about the consumer sentiment towards diamonds? At the recently held ninth online Forevermark Forum, the company shared some heartening results of a research undertaken to assess the mood of the buyer. It revealed that while Indian consumers are cautious about their spending, they have very strong appreciation for diamonds. The company has operated at around 70% of its

of polished

stable level.

to a near-

budgets between June and July, which is a fair revival post-lockdown. This September, Forevermark unveiled two product lines with a campaign that underlined that seasons change but a diamond is forever and a symbol of continued success. It is confident these activities will propel stronger sales for its 100-odd Indian partners.

Forevermark

"We are

extremely positive on the future and revival of the diamond industry. The demand will definitely double in the next 4-5 years. In fact, in the post-Covid world, real meaningful things will take precedence where jewellery is the preferred gifting option. Consumers are looking at fewer but better pieces and natural diamonds hold value. We will see a rise in sales in the near future," said an optimistic Sachin Jain, Managing

Ashish Goyal, Managing Director, GDK Jewels, informed that the future belongs to the younger generation and design sensibilities will definitely differ. Goyal is already seeing a surge in demand for diamond-studded iewellery in the bridal segment in the run-up to the festive and wedding season. "Brides are ditching big diamond chokers and instead, are making practical decisions about the pieces they are opting for.

Director, De Beers

India.

Layering is going to be the next big thing -- a slim choker paired with a couple of lariats, slim diamond rings stacked together and more. Classic pieces, but smaller in size will move well. With wedding gatherings becoming more intimate and smaller in size, brides will want versatile

Notandas Jewellers





jewellery pieces that can be worn on various occasions."

GDK Jewels presents two 18-karat gold collections at IIJS Virtual -- one set with diamonds

Forevermark

rubies, tanzanite and pink sapphires, ranging from Rs. 3 lakh to Rs.50 lakh, while the other targets the millennials consisting of daily wear, prêt collection priced from Rs.30,000 to Rs.3 lakh. GDK caters to over 45 retailers in the northern parts of India and the Gulf countries. He hopes that IIJS Virtual will give them an opportunity to meet old and new buyers. "The data of visitors who come to our booth sent to us daily is helping us connect with many people, and that is very important in expanding our business."

emeralds,

Sanjay Jagwani, Owner,



Notandas Jewellers, notes that business is getting back to normal and by the end of this month, he is confident that demand for diamond jewellery will firm up due to the festive season. At IIJS Virtual, the company is presenting a collection in white and yellow gold suffused with diamonds and accented with gemstones.















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DESIGN CORNER





The Regal Musings of Yash Agarwal



Yash Agarwal, Partner & Creative Director **Birdhichand** of **Ghanshyamdas** Jewellers, Jaipur, has a knack of evoking majestic splendour associated with Rajasthan and all things royal. Each Agarwal's collections is built around a strong inspiration and for that, he spends months researching on the subject before he starts sketching on paper. His chromatic and imperial jewels feature atypical

'Rajbari', the new collection depicts a cultural interplay between European and Indian ideologies. The collection is an eclectic depiction of styles and periods during the time when royalty and luxury were synonymous.

The collection revolves around the woman, who is well-travelled and influenced by her noble household. Her passion for collecting precious jewels and objets d'art is profound. The high point of the collection is its exquisite craftsmanship and remarkable designs.

Combining the symmetry of striking Indian silhouettes, the jewels feature

intricate wirework that resembles embroiderylike filigree work. The collection boasts of French collars, Lariats, Riviera necklaces, modern girandole earrings, and many such vintageinspired jewels. Crafted in lustrous and vivid high-quality gemstones, the collection integrates rare jewellerymaking techniques and uses various gold finishes. Precious gemstones such as emeralds, rubies, diamonds and sapphires are contrasted with amethyst, coral, pearls, rock crystals, turquoise, and more, to redefine luxury.

The Rajbari collection is Agarwal's modern interpretation of the bygone







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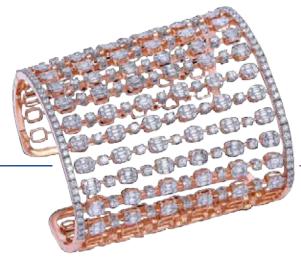




BRAND WATCH

Chic Renditions

Gehna presents Anaya, a captivating diamond-studded jewellery line crafted in rose gold. The modern, sparkling creations are an ode to the brilliance and lustre of diamonds. Consisting of stylised and lightweight jhumkis, statement linear earrings and knock-out rings, these jewels are meant for flaunting.









A colourful bouquet of bejewelled lines is being presented by Intergem Exports this time. Spruced up with diamonds and coloured gemstones, the earrings, bracelets, and rings draw inspiration from the elements of nature such as celestial bodies, peacocks, and the vibrant shades of floral colours. The collections are beautified with fancy colour diamonds, sapphires, tsavorites, emeralds and more.





Nail The Look

A rush of colourful gems grouped with diamonds always makes for a heady combination. Savio Jewellery presents a variety of contemporary renditions in yellow and white gold. The one-off rings, earrings, bracelets and bangles reflect the subtle harmony of colours and sinuous forms.

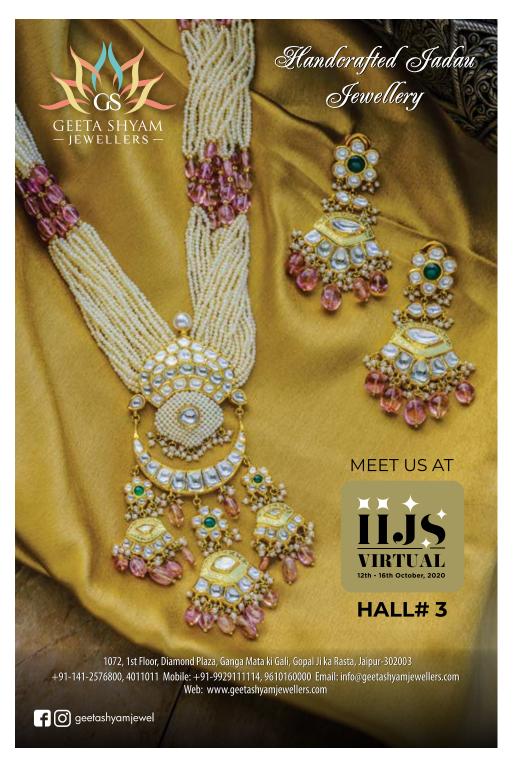












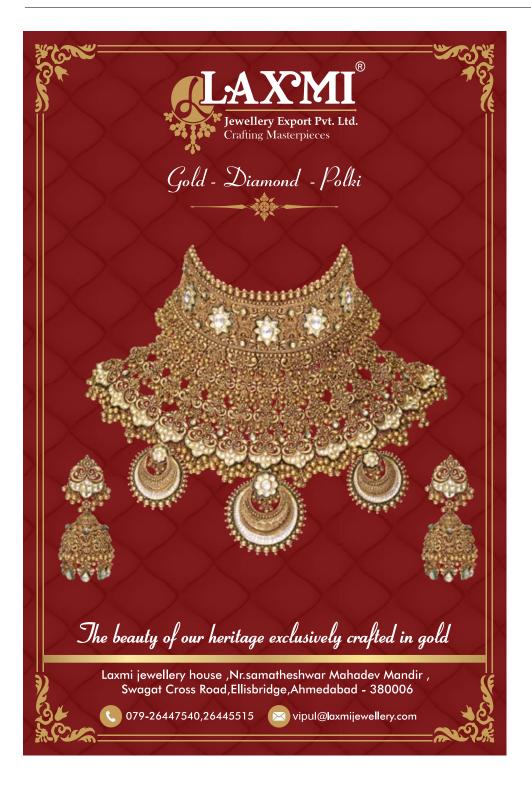


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GJEPC Invites Entries For The Artisan Awards 2021



announces the launch of the 4th edition of The Artisan Awards, country's premier jewellery design competition. The prestigious jewellery design awards invite designers from India and overseas to send in their entries to showcase their excellence and innovation in jewellery design.

The main theme for the 2021 edition is Reinventing Vintage. This theme is further subdivided into three categories: Victorian, Temple and Japaneseque jewellery.

Colin Shah, Chairman, GJEPC, comments, "India has a rich legacy of heritage crafts going back many centuries, and today, we are known across the world for manufacturing world-class jewellery, and designing products catering to various markets. The Artisan Awards was instituted to challenge designers and help them unleash their creativity. We have been receiving phenomenal response by way of entries for the Artisan Awards all through these years, and this time, too, we are proud to present the fourth edition of the Awards with yet another challenging theme Reinventing Vintage, to push the design boundaries even further. Interpreting the age-old, classic forms with a contemporary twist is a means to bridge the old and new. So, it's once again time to show your creativity at its best."

The sub-theme Victorian Jewellery takes its name from the reign of Queen Victoria (1837-1901), and focuses on The Romantic Period of this reign (1837-1860).

The second theme, Temple Jewellery, originated in South India, during the Chola dynasty reign. These ornaments were originally created to adorn deities and idols in the temples of the South.

Finally, the Japanesque Jewellery focuses on Shakudō, a gold content alloy that was used to create ornamental bits for katana, or swords. Centuries later, the use was expanded to include lifestyle items like vases, boxes and jewellery.

Milan Chokshi, Convener, Promotions & Marketing, GJEPC, notes, "The theme is unquestionably influenced by the impact of the covid pandemic on jewellery preferences, with more and more consumers gravitating towards enduring, classic designs that will stand the test of time. The Artisan Awards hope to celebrate the revival of these eternal design eras and will inadvertently chronicle the new design epoch thrust upon us by the pandemic."

Participants can select any of the vintage themes – Victorian, Temple or Japanesque and select any of the below 3 categories to present their piece:

1. Brooches OR hair jewels

MAKING WAVES

The Artisan Jewellery
Design Awards 2020
themed Architectural Gems
witnessed 3 winners and
6 Runners up across ArtDeco, Neo Futurism and
Islamic Arabesque. The
winner for the Art-Deco
category was Harjas Kaur;
the Neo Futurism winner
was Namrata Bhardwaj;
and the winner for Islamic
Arabesque category was
Koushik Mondal.

The model is seen wearing the winning jewellery pieces of Artisan Awards 2020







- 2. Single OR mismatched earrings
- 3. Single OR multiple Charms that could be hooked on to bracelets or chains

The Artisan Awards is founded to promote the best talent and honour the artists. The global jewellery design competition is judged by an influential jury panel from across a wide range of creative disciplines. Entries to the Jewellery Design competition will be open until 15th November, 2020. For details on themes and Participation criteria, visit:www.theartisanawards.com











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